Appl. No. 10/695283
Docket No. 9086M
Amdt. dated December 2, 2010
Reply to Office Action mailed on September 14, 2010
Customer No. 27752

REMARKS

Claims 1 and 6-9 remain under consideration. Claim 1 has been amended to recite the polymer as vinyl acetate/vinyl pyrrolidone. Basis is at page 10, line 29 (vinyl acetate) and page 12, line 3 (vinyl pyrrolidone). It is submitted that all amendments are fully supported and entry is requested.

Rejections Under 35 USC 103

Claims 1 and 6-9 stand rejected over US 2002/0058015, the Combriza article, the Toxicology journal article in view of US 2003/0017125 and further in view of US 6,040,282, for reasons of record at pages 3-7 of the Office Action.

Claims 6-8 also separately stand rejected, for reasons of record at pages 8-11 of the Office Action.

Applicants respectfully traverse all rejections, to the extent they may apply to the claims as now amended.

For the record, the arguments previously made in support of patentability continue to apply, but will not be repeated herein for the sake of brevity.

With regard to the §103 rejections, under MPEP 2142 the Examiner bears the burden of factually supporting any prima facie conclusion of obviousness. Moreover, the cited references must teach or suggest all the claim limitations. See, for example, In re Vaeck, 947 F.2d 488 (Fed. Cir. 1991). If the Examiner does not prove a prima facie case of unpatentability, then without more, the Applicant is entitled to the grant of the patent. See In re Oetiker, 977 F.2d 1443. Applicants respectfully assert that the Office Action fails to meet these criteria, and thus fails to make a prima facie case of obviousness under 35 USC §103 with regard to the claims as now amended.

The Examiner's attention is first directed to the Guskey patent US 6,040,282. This patent has been used in making all rejections, importantly to fill the many gaps in the disclosures of Hood '8015 and Rollat '7125, as well as the various cited journal articles. See paragraphs 11, 12, 13, 15, 16, 18 and 27 of the Office Action.

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Yet, Guskey (column 8, lines 22-25) teaches:

Surprisingly, it has been found that conventional styling polymers consisting of copolymers of vinyl pyrrolidone and vinyl acetate do not exhibit the curl retention benefits required of the present intention.

Thus, this key support for <u>all</u> rejections herein specifically teaches away from using the polymers which are now the subject of the amended claims herein. It is, of course, basic patent law that, when, as here, the claimed invention involves what the cited reference teaches to avoid, "... [T]his is the very antithesis of obviousness." *In re Buehler*, 515 F.2d 1134, 1141 (CCPA 1975).

Moreover, it is clear that one cannot combine references if those references teach away from their combination. MPEP 2145 X.D.2. Since none of the other cited documents teach the VA/VP polymers for use in the present manner, and since Guskey teaches away from their use, all combinations of the cited documents must fail, as a matter of law.

In light of the foregoing, reconsideration of all rejections is requested.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

By

Date: December 2, 2010 Customer No. 27752 Jerry J. Vetter

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P.07/07

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Address to:

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Application Number	10/695,283
Filing Date	October 28, 2003
First Named Inventor	Robert Richard Dykstra
Art Unit	1796
Examiner Name	Aaron J. Greso
Docket Number	9086M
Confirmation Number	3960

This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to Jume 8, 1995, or to any design application. See instruction Sheet for RCEs (not to be submitted to the USFTO) on page 2.

to any design application. See instruction Sheet for RCES (not to be securities to the	
 Submission required under 37 C.F.R. § 1.114 Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previous filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s). 	
 a. [] Previously submitted. If a final Office action is outstanding, any amendments filed after the Office action may be considered as a submission even if this box is not checked. i. [] Consider the arguments in the Appeal Brief or Reply Brief previously filed on ii. [] Other 	, Iliiai
b. [X] Enclosed i. [X] Amendment/Reply ii. [] Affidavit(s)/Declaration(s) iii. [] Information Disclosure Statement (IDS) iv. [] Other	
2. Miscellaneous	
a. [] Suspension of action on the above-identified application is requested under 37 C.F.R. §1.103(c) for a period of months. (Period of suspension shall not exceed 3 months; F under 37 C.F.R. § 1.17(i) required) b. [] Other	ее
	ad.
3. Fees The RCE fee under 37 C.F.R. §1.17(e) is required by 37 C.F.R. §1.114 when the RCE is file	, .
[X] Authorization is hereby given to charge the following fees, or credit any overpayments, to Dep	osit
1 Account No. 16-2480	
1 : ryd BCE foo required under 37 C.F.R. §1.1/(e)	
ii. [] Extension of time fee (37 C.F.R. §§1.136 and 1.17) iii. [] Suspension of action fee under 37 C.F.R. 1.17(i)	
iv. [] Other	
AND THE OF ARRIVANT ATTORNEY, OR AGENT REQUIRED	
	598
NAME (FIIII Type) Serry C. Town	
SIGNATURE DATE December 2, 2010	

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